AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter (where underlining "_" denotes additions and strikethrough "-" denotes deletions).

Claims:

1.   (Currently Amended) A method for providing automatically facilitated marketing and provision of electronic services, comprising:

>   searching a database for a match between a user ~~input~~ system log and information in the database;

>   obtaining keywords resulting from the searching step;

>   utilizing a database table to associate the keywords with potential services to sell to a customer; and

>   producing a set of suggested actual services and associated information regarding services that can be sold to the customer.

2.   (Original)   The method of claim 1, further comprising associating the keywords with generically-defined services.

3.   (Currently Amended) The method of claim 1, further comprising calculating appropriate services to offer the customer utilizing a ~~weighted~~ summation of weighted technical appropriateness values associated with at least one of generic, potential, actual or available services.

4.   (Currently Amended) The method of claim 1, further comprising calculating preferential services to offer the customer utilizing a ~~weighted~~ summation of weighted preference values associated with actual services offered by a service provider.

5.   (Original)   The method of claim 3, further comprising ranking potential generic services for presentment and comparison of preferential services.

6.   (Original)   The method of claim 4, further comprising ranking potential actual services for presentment and comparison of preferential services.

7.   (Original)   The method of claim 3, further comprising calculating maximum and minimum thresholds such that preferential services offered by a service provider do not override technical security decision criteria.

8.   (Original)   The method of claim 3, further comprising calculating ratio checks such that preferential services offered by a service provider do not override technical security decision criteria.

9.   (Currently Amended) The method of claim 7, further comprising adjusting or reducing weighted ~~summation~~ values if the threshold is violated.

10.   (Original)   The method of claim 7, further comprising discarding a particular preferential service if the threshold or ratio check is violated.

11.   (Currently Amended) The method of claim 7, further comprising calculating a comparison value by adjusting ~~weighed summations~~ <u>weighted values</u> for cases of service bundling.

12.   (Original)   The method of claim 1, further comprising outputting the suggested services and associated information to a user's processing device.

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13. (Currently Amended) A computer-readable medium comprising:

logic configured to search a database for a match between a user ~~input~~ <u>system log</u> and information in the database;

logic configured to obtain keywords resulting from the search;

logic configured to utilize a database table to associate the keywords with potential services to sell to a customer; and

logic configured to produce a set of suggested services and associated information of services that can be sold to customer.

14. (Original) The computer-readable medium of claim 13, further comprising logic configured to associate the keywords with generically-defined services.

15. (Currently Amended) The computer-readable medium of claim 13, further comprising logic configured to calculate appropriate services to offer the customer utilizing a ~~weighted~~ summation of <u>weighted</u> technical appropriateness values associated with at least one of generic, potential, actual or available services.

16. (Currently Amended) The computer-readable medium of claim 13, further comprising logic configured to calculate preferential services to offer the customer utilizing a ~~weighted~~ summation of <u>weighted</u> preference values associated with actual services by a service provider.

17. (Original) The computer-readable medium of claim 16, further comprising logic configured to rank potential services for presentment and comparison of preferential services.

18. (Original) The computer-readable medium of claim 16, further comprising logic configured to calculate maximum and minimum threshold such that preferential services offered by a service provider do not override technical security decision criteria.

19.   (Currently Amended) The computer-readable medium of claim 18, further comprising logic configured to adjust or reduce weighted ~~summation~~ values if the threshold is violated..

20.   (Original)   The computer-readable medium of claim 18, further comprising logic configured to discard a particular preferential service if the threshold or ratio check is violated.

21.   (Currently Amended) The computer readable medium of claim 18, further comprising logic configured to calculate a comparison value by adjusting weighed ~~summations~~ values for cases of service bundling.

22.   (Original)   The computer-readable medium of claim 13, further comprising logic configured to output the suggested services and associated information to a user's processing device.

23.   (Original)   The computer-readable medium of claim 15, further comprising logic configured to rank potential generic services for presentment and comparison of preferential services.

24.   (Currently Amended) A system for automatically facilitated marketing and provision of electronic security services, comprising:

         a cycler configured to search through a plurality of databases to match <u>a</u> user ~~input~~
                <u>system log</u> with sales information in the databases and to provide
                keywords resulting from the search; and
         a service suggestion analyzer operatively coupled to the cycler, the service
                suggestion analyzer configured to provide a set of potential services to be
                sold to a customer based on the keywords from the cycler.

25. (Original) The system of claim 24, wherein the service suggestion analyzer further comprises an analyzer module, a servicer module and an output module.

26. (Currently Amended) The system of claim 25, wherein the service suggestion analyzer further comprises a psychological assistant module configured to include sequences and scripts to elicit sales and a special deals interface module configured to provide special sales on time sensitive offers.

27. (Original) The system of claim 25, wherein the analyzer module is further configured to produce a prioritized and clustered needs list that includes generic services.

28. (Original) The system of claim 27, wherein the analyzer module is further configured to include a lookup table to provide the clustered needs list.

29. (Original) The system of claim 27, wherein the analyzer module is further configured to perform technical weightings of potential services to prioritize the generic needs list.

30. (Original) The system of claim 25, wherein the servicer module is further configured to interface with the analyzer module to obtain the generic needs list and to produce a ranked set of suggested actual services offered by a service provider.

31. (Original) The system of claim 30, wherein the servicer module is further configured to incorporate stored preference weightings for an available offered service such that the set of suggested actual services are skewed towards services preferred to be sold by a service provider.

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32.   (Original)   The system of claim 25, wherein the output module is operatively coupled to the servicer module and the output module is further configured to provide the ranked set of suggested actual services to a user via at least one of a user's display device of a processing device, auditory means including synthesized voice, email, or paging device.

33.   (Currently Amended) The system of claim of claim 24, wherein the service suggestion analyzer is further configured to calculate appropriate services to offer the customer utilizing a ~~weighted~~ summation of <u>weighted</u> technical appropriateness values associated with at least one of generic, potential, actual, or available services.

34.   (Original)   The system of claim 33, wherein the service suggestion analyzer is further configured to rank potential generic services for presentment and comparison of preferential services.

35.   (Original)   The system of claim 33, wherein the service suggestion analyzer is further configured to calculate ratio checks such that preferential services offered by a service provider do not override technical security decision criteria.